

ins shown below were used in place of the tackifying resin prepared in Reference Example 1. The compounds were made into samples of hot melt pressure-sensitive adhesives in the same manner as in Example 1.

Comp. Ex. No.	Tackifying Resin	Manufacturer	Trade Mark	Softening Point (°C.)
1	C <sub>5</sub> aliphatic petroleum resin	Nippon Zeon	Quintone A-100	100
2	Terpene resin	Yasuhara Yushi	YSPx-1150	115
3	Hydrogenated petroleum resin	Exxon	Escorez 5320	125
4	Pentaerythritol ester of maleinized rosin	Arakawa Kagaku Kogyo	Malkyd No. 1	125
5	Pentaerythritol ester of disproportionated rosin	Kabushiki Kaisha		110

#### COMPARISON EXAMPLE 6

One hundred parts by weight of gum rosin was reacted with 3 parts by weight of fumaric acid in the same manner as in Reference Example 1 to give fumarized rosin. In an autoclave were placed 107.8 parts by weight of the fumarized rosin and 0.5 part by weight of diatomaceous earth nickel (50% nickel supported). The mixture was maintained under 200 atmospheres and at 250° C. for 3 hours to complete the hydrogenation. The mixture was filtered in a molten state to remove the diatomaceous earth nickel, giving partially fumarized, hydrogenated rosin ester. Esterification was conducted using 100 parts by weight of the fumarization product and 12.2 parts by weight of pentaerythritol in the same manner as in Reference Example 1 to obtain partially

and the degree in which the plasticizer bled through labels.

#### Methods of tests

##### 1. Adhesion to corrugated boards

The test adhesive tape was adhered to a surface area

measuring 1 in.×0.5 in. of corrugated board, and the adhered parts were pulled with a load of 3 kg at an ordinary temperature to measure the time taken to separate the adhered parts.

##### 2. Extent of plasticizer bleeding in label

A sheet of wood free paper was adhered to the surface of the test adhesive tape and was left to stand in an air-circulating oven for 3 days. Then the degree in which the plasticizer bled into the wood-free paper was determined with unaided eye and evaluated according the following ratings.

○ . . . Not bled

⊙ . . . A little bled

Δ . . . Considerably bled

X . . . Thoroughly bled Table 3 below shows the results.

TABLE 3

Ex. No.	Composition A		Composition B		Composition C	
	Adhesion to cor. board (min)	Bleeding degree	Adhesion to cor. board (min)	Bleeding degree	Adhesion to cor. board (min)	Bleeding degree
1	>30	○	15	Δ	>30	⊙
2	>30	⊙	25	○	>30	⊙
3	25	⊙	10	○	>30	⊙
4	28	○	10	Δ	>30	⊙
5	25	⊙	13	○	>30	⊙
6	>30	⊙	20	○	>30	⊙
7	>30	⊙	23	○	>30	⊙
Comp. Ex. No.						
1	10	X	<1	X	8	X
2	10	X	<1	X	10	X
3	18	X	<1	X	15	Δ
4	<1	Δ	<1	X	<1	Δ
5	15	X	<1	X	20	Δ
6	20	Δ	3	X	20	Δ

fumarized, hydrogenated rosin ester. The rosin ester thus obtained was found to have a softening point of 116° C., acid value of 17.0 and Gardner color of 8. Compounds were prepared in the same manner as in Example 1 using the foregoing resin as the tackifying resin, and the compounds were made into samples of hot melt pressure sensitive adhesives by the same method as in Example 1.

The samples obtained above (those prepared from the compounds each having compositions A, B and C, respectively in Examples 1 to 7 and Comparison Examples 1 to 6) were each applied by a hot melt applicator to the surface of polyester film to a thickness of 30μ to produce adhesive tapes to be used for tests. The tapes thus formed were tested for properties by the following methods to evaluate the adhesion to corrugated boards

We claim:

1. A pressure-sensitive adhesive composition comprising a block rubber, a tackifying resin and a plasticizer as major components, the composition being characterized in that the tackifying resin is partially fumarized and/or partially maleinized, disproportionated rosin ester.

2. A composition as defined in claim 1 wherein the block rubber is polystyrene-polyisoprene-polystyrene block copolymer or polystyrene-polybutadiene-polystyrene block copolymer.

3. A composition as defined in claim 1 wherein the tackifying resin is fumarized or maleinized in a ratio of 1.3 to 20 mole % based on the rosin.